EXHIBITION MANUAL
Located on the upper level of Sun Central, the Sun City Convention Centre offers a selection of premium venues designed for intimate or large-scale corporate events, banquets, seminars, exhibitions or team-building sessions. On top of 27 upgraded Sun City conference rooms, three convention centres and two auditoriums, delegates also have access to the South African Hall of Fame and a range of dining and entertainment outlets all under one roof. Add this to the exciting activities available at Sun City Resort and we’re excited to bring you Conferencing with a Difference!

The Sun City Resort:
North West Province, R556, Sun City, 0316
Tel: +27 (0) 14 557 1000

Exhibition venue: Superbowl
DIRECTIONS TO THE VENUE

DIRECTIONS FROM OR TAMBO INTERNATIONAL AIRPORT:

Take the R21 north to Pretoria/Polokwane and turn on the N4 and follow the highway to Rustenburg. Just after passing Rustenburg turn right onto the R565 to Sun City/Lost City.

DIRECTIONS FROM LANSERIA AIRPORT:

Take the N14 to Krugersdorp. Turn right on the R24 to Rustenburg. Turn on the N4 and continue on the R565 to Sun City / Lost City.

Click below for directions and map to Sun City Resort;
https://www.google.com/maps/dir//Sun+City+Resort,+R556,+Sun+City,+0316/@-25.3469521,27.0301547,12z/data=!3m1!4b1!4m10!4m9!1m1!4e2!1m5!1m1!1s0x1ebe0963751:0xd9a02940eab72079!2m2!1d27.100195!2d-25.3469687!3e0
## CONTACT LIST

<table>
<thead>
<tr>
<th>Responsibility</th>
<th>Contact Person</th>
<th>Company</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Coordinator</td>
<td>Charne Millett-Clay</td>
<td>Scatterlings Congress &amp; Events</td>
<td>Tel: 011 463 5085 Email: <a href="mailto:charne@soafrica.com">charne@soafrica.com</a></td>
</tr>
<tr>
<td>- Main contact person for exhibitor queries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shell Scheme Contractor</td>
<td>Caren Cloete</td>
<td>GL Events</td>
<td>Tel: 021 526 3200 Email: <a href="mailto:Caren.Cloete@gl-events.com">Caren.Cloete@gl-events.com</a></td>
</tr>
<tr>
<td>- Contact person for custom stand design / quote requests</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Stands</td>
<td>Caren Cloete</td>
<td>GL Events</td>
<td>Tel: 021 526 3200 Email: <a href="mailto:Caren.Cloete@gl-events.com">Caren.Cloete@gl-events.com</a></td>
</tr>
<tr>
<td>- Contact person for custom stand design / quote requests</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services Coordinator</td>
<td>Bianca van Dewenter</td>
<td>GL Events</td>
<td>Tel: 021 522 1841 Email: <a href="mailto:bianca.vandewenter@gl-events.com">bianca.vandewenter@gl-events.com</a></td>
</tr>
<tr>
<td>- Contact person for hire of additional furniture, AV, plants, lighting and electrical items</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun City Services</td>
<td>Matlhogonolo Mokoka</td>
<td>Sun City Resort</td>
<td>Tel: 014 557 4073 Email: <a href="mailto:matlhogonolo.mokoka@suninternational.com">matlhogonolo.mokoka@suninternational.com</a></td>
</tr>
<tr>
<td>- IT, telecoms, stand cleaning, stand catering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun City Induction</td>
<td>George Dioke</td>
<td>Sun City Resort</td>
<td>Tel: 014 557 1717 / 082 908 2179 Email: <a href="mailto:george.dioke@suninternational.com">george.dioke@suninternational.com</a></td>
</tr>
<tr>
<td>- For all contractors</td>
<td>Danie Boshoff</td>
<td>Sun City Resort</td>
<td>Tel: 014 557 3079 / 082 801 6115 Email: <a href="mailto:daniel.boshoff@suninternational.com">daniel.boshoff@suninternational.com</a></td>
</tr>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>
SUMMARY OF PACKAGE

EXHIBITION MANUAL
The information contained in this manual will provide you with everything you need for a successful exhibition, and has been compiled to remove the majority of pre-exhibition problems and help you enjoy a smooth and trouble free run-up to the event.

The manual is not designed to replace our personal service. If you have any questions or require assistance, please do not hesitate to contact Charne Millett-Clay on 011 463 5085 or charne@soafrica.com

<table>
<thead>
<tr>
<th>Package per 3m x 3m Shell Scheme</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Square Meterage per stand</td>
<td>9m²</td>
</tr>
</tbody>
</table>

**NB: Please advise the organiser (charne@soafrica.com) if you are building a custom stand instead of the Shell Scheme.**

**SHELL SCHEME PACKAGE INCLUDES:**
- Shell scheme structure
- 1 x White fascia board with your company name printed in black Arial font and your company logo
- 1 x 15 Amp Plug Point
- 2 x Spotlights
- 2 x Café chairs
- 1 x Café white table
- 1x Branded cupboard
- 2 x Exhibitor pass to man stand for duration of Congress (includes Welcome Cocktail & Gala Dinner)
SHELL SCHEME DESIGN: L-SHAPE ISLAND

PANEL SIZES
Full Panel size = 2420mm x 980mm (Actual size)
Full Panel size = 2400mm x 960mm (Visual size for printing purposes)
Half Panel size = 920mm x 980 mm (Visual size for printing purposes)
Fascia Board size = 2980mm x 320mm (Actual size)
Fascia board size = 2960mm x 300mm (Visual size for printing purposes)

PLEASE NOTE: The above is dependant on the stand allocation you have confirmed on the floor plan. Which will either be a stand on the L-Shape Island or Standard Island as per the placement.
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# GENERAL INFORMATION

<table>
<thead>
<tr>
<th>IMPORTANT DATES</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>31 January 2020</strong></td>
<td>13:00</td>
<td>Deadline for submission of custom stand designs and plans incorporating front, side, back and top elevation (all plans are subject to approval by the Committee, Sun City and the Safety Officer)</td>
</tr>
<tr>
<td><strong>11 February 2020</strong></td>
<td>17:00</td>
<td>Deadline for submission of service forms</td>
</tr>
<tr>
<td>2 March 2020</td>
<td>08:30 – 22:00</td>
<td>Build up –Custom contractor access</td>
</tr>
</tbody>
</table>
| **3 March 2020**                 | 07:00 – 11:00 | **Exhibitors to dress custom stands & Shell Scheme Stands**  
|                                  | 11:00  | Stand Handover, Exhibition Hall closed for inspection                                     |
|                                  | 11:00  | Opening of FORUM                                                                        |
|                                  | 12:00  | Exhibition Hall closed for cleaning                                                       |
|                                  | 17:00  | Welcome Cocktail in Superbowl                                                            |
| 4 March 2020                     | 08:00 – 17:00 | Exhibition Hall open to delegates, all exhibitors at stands                            |
| 5 March 2020                     | 08:00 – 15:00 | Exhibition Hall open to delegates, all exhibitors at stands                              |
|                                  | 15:00  | Remove all collateral and valuables form stand                                             |
|                                  | 18:30  | Closing Function                                                                         |
| 6 March 2020                     | 07:00  | Exhibition Breakdown                                                                     |

**IMPORTANT:** Neither the organisers nor AFMA, nor the security operators at Sun City Resort can be held responsible for any loss or damage to exhibitor property. Please ensure that you have a representative overseeing the build up and breakdown of your stand to ensure that equipment does not go missing.
NOTE FOR STAND BUILDERS:
Stand height restriction is 4 meters from the floor. This is to include any branding items, AV equipment etc. therefore all items relating to your stand must be contained within the 4m height limit.

DELIVERIES:
Deliveries can only be made from 09h00 on 2 March 2020. The venue nor the Organisers will take accountability or responsibility for goods that arrive early or which are left after the official breakdown period of the exhibition. Should the venue need to dispose of any items, the costs thereof will be charged to the Exhibitor concerned.
LOADING DOCKS / OFF LOADING / LOADING PROCEDURES
To facilitate smooth build-up and breakdown of the exhibition please take note of the below information. Goods to be built / exhibited must be delivered via the loading bay at the back of the Sun Convention Centre. All vehicles enter via the staff / delivery entrance. Fork lifts & Cherry pickers are not provided by the organisers.

AISLES / STAND HEIGHT
The maximum stand height for the AFMA Forum 2020 is 4 meters, however this is subject to the submission of Structural Engineer’s Certificate. All custom stands are subject to approval by the committee prior to build up.

The minimum aisle space applicable to all exhibitions is 3 meters. Should any item or structure be placed or protrude into the designated aisle space, the Sun City Resort reserves the right to request the removal thereof or remove the said item without any liability for loss or damage.

STRUCTURAL ENGINEERING CERTIFICATE & ELECTRICAL COMPLIANCE CERTIFICATE:
Kindly note any stands 3 metres and more in height needs to have a structural engineering certificate. Failure to do so will result in your stand not being accessible when the exhibition opens. Electrical compliance certificates must be provided for all custom stands.

Nothing may be installed in / supported from the venue ceiling at the SANBTC Exhibition. Please note that all items relating to your stand need to be supported from the floor and contained within the 4 meter height limit.
CUSTOM STANDS AND CONTRACTORS

Covered Stands are not permitted unless detailed drawings are submitted to the Sun City Resort and a certificate of approval is given from the Fire Department. A copy of the aforementioned to be provided by 31 January 2020 for approval by the Exhibition Department.

All Space only / Custom Built Stand builders are required to submit a detailed plan/drawing of the proposed stand (incorporating front, side, back and top elevations), to charne@soafrica.com for approval np later than 31 January 2020.

Stand Builders / Sub-Contractors
All stand builders are to complete and submit the Vehicle Access & HSSE Compliance documents and book an induction at least 48 hours in advance to gain access into the building. This is in accordance with the Sun City Resort rules and regulations and the Induction Process provided by the Sun City Resort. Documents can be found on the Forum website; www.afmaforum.co.za or contact charne@soafrica.com to request document

All stand construction staff are required to wear their Company’s identification badges and/or company branded clothing, together with the necessary safety shoes and hard hats for the duration of build-up and breakdown of the exhibition. Failure of contractors adhering to the dress code above will result in prevention of entry or removal of staff until such time that the staff member is equipped with the correct safety gear and branded clothing.

Walls of all stands must be clad on the reverse/back side to present an aesthetic appearance from aisles and adjoining stands. Please ensure provision is made for all areas of the wall as the adjoining stand may not have been sold.
CARNIVAL
The décor and entertainment for the Exhibition and Welcome Cocktail will be Carnival. You are welcome to incorporate this theme into your stand, activities and giveaways you may want to host at your stand.

Get the right look and feel. Your stand is you shop window – a direct invitation to say “Come on in”

Remember, small is beautiful, too. Exhibiting is about having great ambitions, but not budgets. Decide on a space and décor that will suit your objective

Try it out before hand. Present the look and feel to colleagues to get some views on what you can include and what you’ll need to leave out

Tell people what you want. Create a clear, concise brief for stand-builders

Get creative. Experiment with lighting, sound and screens, electronic presentations, posters and signage. Make sure there’s not too much text to read (impossible from a distance)

Stick to your budget. Look to see what’s already on your premises that could furnish your exhibition stand

Beware giveaways. If you want to give gifts, choose relevant and memorable branded merchandise to market your business

Pick the right people. Many exhibitors use the ‘hook’ candidate (someone who attracts people to the stand), or the ‘spotter’(who approached people and brings them onto the exhibition stand

Don’t forget to tell people! Your delegates should invite people to the stand. Do campaigns beforehand to tell people to visit your stand at AFMA Forum e.g. if you are having events or exhibitions prior to the AFMA Forum. Have a banner on your website homepage doe people to meet you at your stand
CONCEPTS

- **Catering** (waffle machines, popcorn, coffee station, smoothie machine etc.)
- Place an advert on your company home page to invite people to the stand
- **Competitions** (e.g. check in at our stand and win a prize) – Facebook, Instagram
- Create an event on social media platforms prior to the Convention
- Spin the wheel or Giant Jenga (prize giveaways)
- Create paintings and auction off to a school
- Paint by numbers boards
- Vision boards
- Unique staff uniforms
- Advertise CSI projects showcase

- **Golf Simulators**
  Golf is one of the most universally loved and recognised games around the world, so incorporating a golf-related activity into your trade show is a great way to attract passers-by. If you host a golfing activity in-booth, you will be amazed at just how fast your exhibit will become “the place to be” on the show floor.

- **Photo Contest**
  With the rise of smart phones, it seems everyone is a photographer, which is why photo contests have become popular promotional tactics. Photo contests are a great way to gain exposure (pun intended) for your event marketing campaign on social media by encouraging guests to upload their contest entries to their social media profiles. Add a photo booth to your exhibit, or create a hashtag for contest participants to tag to their social media posts. At the end of the day, declare a winning photo and invite the lucky winner to collect their prize.
DELIVERIES AND STORAGE
Deliveries can only be made from 09h00 on Monday 2 March 2020. Please clearly mark all packages delivered for;

Superbowl
Your Company Name and Stand Number
Attention: Charne Millett-Clay
Tel: 082 345 3147
Sun City Resort, Farm Doornhoek
No 910, JK Mankwe
North West Province
0316

The venue nor the Organisers will take accountability or responsibility for goods that arrive early or which are left after the official breakdown period of the exhibition. Should the venue need to dispose of any items, the costs thereof will be charged to the Exhibitor concerned.

Storage
There will be a storage facility onsite, located close to the loading bay

ASSUMPTION OF RISK FOR EXHIBITORS
It should be understood by the exhibitor that the nature of the facilities available, the presence and circulation of a number of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many exhibition stands and various other factors make it reasonable that each exhibitor shall assume the risk of any injury, loss and/or damage.

Accordingly, the exhibitor assumes all risk of loss for their merchandise, fixtures, displays and any other property located in the exhibition area (Kings Ballroom), storage or any other area where access has been provided to exhibitors by the Sun City Resort and the Organisers.
EXHIBITION NEED TO KNOW

AUDIO VISUAL EQUIPMENT / TECHNICAL SERVICES
Demonstrations: Exhibitors are required to ensure all AV equipment used for marketing purposes is maintained at comfortable volume levels. Any audio system or electronic device that is deemed disruptive to the standard conduct of business of the exhibition or venue will not be tolerated and will be removed from site, this includes noisemakers such as whistles, vuvuzelas, horns, etc.

Sound levels: AV presentations must be muffled so that noise does not interfere with other Exhibitors. Extremely loud noises such as bells, sirens, buzzers etc. will not be permitted in order that a professional atmosphere be maintained. Sun City Resort reserves the right to reduce the sound levels, restrict and/or switch off any AV displays deemed disruptive.

Music & film copyrights: Exhibitors who wish to utilise audio and/or visual aids in the exhibition in relation to the sound tracks of videos and music must ensure that the use thereof will not infringe on the copyrights of others.

Projectors and/or screens: Viewing areas should not result in people causing congestion in aisles. If you have a large viewing screen make sure it can be enclosed or draped for better viewing.

BEHAVIOUR / DAMAGE / CARE OF BUILDING
Exhibitors are responsible for the cost of making good and/or replacing any damage to the premises, whether caused by themselves, their agents, contractors, sub-contractors or by any person/s employed or engaged on their behalf. Any exhibitor found damaging the walls, carpets and/or any structure on the Sun City Resort property will be charged with the replacement value of such items. The Sun City Resort appreciates that exhibitors may need to decorate their stands by means of painting, welding, angle grinding, cutting timber, wallpapering etc. Exhibitors should note however that this is not permitted inside the Exhibition Hall, stand may only be erected onsite.
EXHIBITION NEED TO KNOW

CARPETS / FLOOR COVERINGS
Kings Ballroom is already carpeted with venue carpeting. Should exhibitors wish to replace these carpets of another colour you can do so by ordering additional carpeting via the order forms (See attached). Floors and platforms made of natural timber must be a minimum thickness of 25mm and chipboard or Melamine not less than 18mm. Druggist (protective covering type of material), linoleum or other approved floor coverings shall be properly secured or weighted at the edges to eliminate rucking.

EVACUATION
Evacuation procedures will be announced on a dedicated fire / evacuation PA system and will be co-coordinated by the Sun City Resort management.

ELECTRICAL INFO / ELECTRICAL CONNECTIONS / TRANSFORMERS
Electrical fittings have to be installed by the designated Sun City Resort electrical contractor.

Any electrical equipment brought onto the Sun City Resort premises must comply with the South African Electrical Regulations and the Occupational Health and Safety Act (OHS). Please also note that a Certificate of Compliance (COC) is to be produced for 3 Phase Power Connections.

Should this not be the case, equipment will be removed immediately from the premises at the exhibitor’s expense and charges for any damage caused by faulty equipment will apply to the exhibitor. The event organiser / exhibitor / contractor must ensure that no electrical equipment damages or interferes with the Sun City Resort’s electrical installation.
EXHIBITION NEED TO KNOW

FACILITIES
Animals; No animals are permitted in the venue or exhibition halls, with the exception of guide dogs for the physically challenged or with prior approval of the Sun City Resort Management.

General
All efforts to advertise, demonstrate and operate by the Exhibitor must be conducted in a manner complying to the rights of other Exhibitors. No exhibit will be permitted which interferes with the use of the other exhibits or impedes access to them or the free use of the aisles. The venue reserves the right to limit and/or restrict any operation which, for any reason, might be considered objectionable, without any liability for refund and/or damage.

Hall Lighting; Hall lighting is provided in the venue. The lights may not be removed or dimmed in the exhibition area without prior approval, as this may cause inconvenience to other exhibitors.

Operable Walls; No banners, posters or signage may be attached to or hung onto any of the venue walls (operable or otherwise).

Smoking/Tobacco; Please note that the Sun City Resort is a smoke-free venue. As per Government legislation no smoking is permitted within the venues. Designated areas have been allocated and these must be strictly adhered to as per the Tobacco Products Control Act 1999. Failure to comply with these regulations could lead to possible prosecution.

Storage; The venue does not provide storage facilities. No storage facilities will be permitted within the exhibition hall or behind the individual stands for safety reasons. Stands that require storage need to accommodate a storage area within their designated stand. (Lockable cupboards are advised for security purposes).

FIRE REGULATIONS
Fire escapes are located throughout the venue and are demarcated with signage. Event organizers are to ensure that neither the signage nor the exits are obstructed in any way. All materials used by Exhibitors must be of non-flammable nature and fire resistant. Fire regulations prohibit the use of highly combustible or flammable material. All displays are subject to inspection by the Fire Prevention Bureau.
LIGHTS
No spotlights, drop lights or other special lighting device may be directed toward the aisle so that they prove to be irritating or distracting to neighbouring exhibition stands or guests.

PRODUCT STANDS – COOKING & SAMPLING
Exhibitors wishing to provide give-away samples of food / beverage products are required to forward all relevant details, at least 30 days prior to event, for approval by Sun City Resort management. As surcharges are applicable to all external food & beverage.
Any food / beverage product samples are limited to:
• 20ml of beverage served in “tasting cups”.
• Solid food portions should be no larger than “bite size” portions - 85g of food on a toothpick.

Any cooking at a stand will only be permitted where prior approval has been granted in writing by the Sun City Resort.

The exhibitor is to supply a large plastic rubbish bin and a supply of plastic bags for associated waste.

PRESENTATIONS AND/OR DEMONSTRATIONS OF EXHIBITS/PRODUCTS
An Exhibitor intending to present and/or display equipment/exhibit product at their stand must give proper consideration to the safety of conditions under which the exhibit will be demonstrated.

REMOVAL OF WASTE / SKIPS – (Order directly through the Sun City Resort – see page 21)
SANBTC is responsible for waste removal required for exhibitions or events, however should an excess of debris be expected during the construction or breakdown of stand, exhibitors would be required to hire a skip for removal of such. The venue reserves the right to charge the Exhibitor for the removal of excessive waste created i.e. crates, pallets, cartons, packing or literature left behind after breakdown. During the build-up and breakdown days of the exhibition, the aisles of the venue/s must not be obstructed with packing, construction material or debris.
EXHIBITION NEED TO KNOW

PARKING
There is ample parking available through the Main Gate at the Sky Train Parking at the bottom of the Resort. Daily access will be arranged on completion of the Vehicle Access Form.

FURNITURE / EQUIPMENT
Equipment and / or additional furniture may be hired through GL Events (subject to availability). Please see the attachments for information and order form.

STAND CLEANING – (Order directly through the Sun City Resort – see page 19)
Exhibitors are responsible for their individual stand cleaning. Stand cleaning services may be hired through the venue. Individual stand cleaning includes sweeping, mopping, vacuuming, dusting and waste removal.

STAND CATERING & BEVERAGE – (Order directly through the Sun City Resort – see page 19)
The Sun City Resort is the sole provider of all food and beverage. The Sun City Resort is a fully licensed venue and alcohol may not be brought onto the premises. Any items brought onto our premises are subject to a corkage fee per item.

The Sun City Resort has exclusive catering rights for all events taking place in the Sun City Resort. All food and beverages required must therefore be ordered and supplied through the venue. Should exhibitors wish to provide their own beverages, approval will need to be obtained from Sun City Resort Management. A corkage fee will be attached to all beverages supplied by external suppliers. Full payment of corkage charged is required prior to the stock arriving on-site. Any beverage order arriving on-site without the required authorisation or payment will be removed and stored by the Sun City Resort (at the cost of the exhibitor) until such time that approval is granted and fees paid.

Sun City Resort offers a variety of beverages to exhibitors which will be delivered to their stands on request.
Please complete and sign the below document in acknowledgement that you have read and understood this document.

Please return this signed page to Charne Millett-Clay by fax 011 463 3265 or email charne@soafrica.com by no later than 11 July 2019

NOTIFICATION OF ACCEPTANCE

Show Name : AFMA FORUM 2020

Company Name & Stand Number : ____________________________________________________

Representative Name: ____________________________________________________________

Representative Contact Number : __________________________________________________

By authority of the exhibiting company the above representative has read and understood the rules and regulations as laid out in the above document and agrees to abide by those laid out or accept the consequences outlined.

Signature of Acceptance : _________________________________________________________

Designation : _________________________________________________________________

Date : _____________________________________________________________________
Please refer to the separate document enclosed within this email for the full list of additional services available.

This document includes the following:

<table>
<thead>
<tr>
<th>FORM:</th>
<th>APPLICABLE FOR WALK IN PACKAGE STANDS OR FLOOR SPACE ONLY BOOKINGS (CUSTOM STANDS):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand Plan Diagram</td>
<td>Floor space only (Custom stand)</td>
</tr>
<tr>
<td>Fascia Name on Stand</td>
<td>Walk in Package Stand</td>
</tr>
<tr>
<td>Furniture Hire</td>
<td>Walk in Package Stand (if additional furniture required) &amp; Floor space only (Custom stand)</td>
</tr>
<tr>
<td>Electrical Hire</td>
<td>Floor space only (Custom stand)</td>
</tr>
<tr>
<td>Audio Visual Hire</td>
<td>Walk in Package Stand (if AV required) &amp; Floor space only (Custom stand)</td>
</tr>
<tr>
<td>Plant Hire</td>
<td>Walk in Package Stand (if indoor plants required) &amp; Floor space only (Custom stand)</td>
</tr>
</tbody>
</table>

Deadline for submission of forms: 11 February 2020
The following services must be ordered directly from the Sun City Resort:
- Stand cleaning
- Telecommunications
- Information technology
- Stand catering and beverages

Please contact the Sun City Resort:
Contact: Matlhogonolo Mokoka
Telephone: +27 (0) 14 557 4073
Email: matlhogonolo.mokoka@suninternational.com

*We wish you every success with your AFMA FORUM 2020 and encourage you to contact a member of the team should you require any further information or assistance.*

www.afmaforum.co.za